**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**WHY:         Your goals.**

WHY do you want to take on this venture?

WHY are you passionate or excited about this?

**WHAT:         Your product.**

WHAT will you sell?

WHAT makes it special or interesting?

**WHO:         Your market.**

WHO are your customers?

WHO wants what you are selling?

**WHERE:         Your location.**

WHERE will you operate/sell?

WHERE are your customers?

**WHEN:         Your timeline.**

WHEN will you have this up and running?

**HOW:         Your finances.**

HOW will you cover the costs of start-up?